

CBS PROGRAM BOOK · NOVEMBER 1940



INVITATION TO LEARNING — CBS' weekly half hour of discussion and talk about the world's greatest books (See Page 25)



NOVEMBER, 1940

THE COLUMBIA PROGRAM BOOK

CBS SPONSORED PROGRAMS: pp. 3 to 13

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THE COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City, N. Y.

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All time listed on the following pages is current New York time unless otherwise indicated.

<p>AFFILIATED PRODUCTS, INC. (404th Week on CBS)</p> <p>The Romance of Helen Trent <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:30-12:45 p.m. 42 CBS stations ORIGINATES: WBBM</p>	<p>Edna Wallace Hopper Cosmetics Kolynos <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>AMERICAN OIL COMPANY (119th Week on CBS)</p> <p>The Human Side of the News by Edwin C. Hill <i>News</i></p>	<p>Mon. thru Fri. 6:05-6:15 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Amoco-Gas Orange American Gas <i>The Joseph Katz Company</i></p>
<p>AMERICAN TOBACCO COMPANY (235th Week on CBS)</p> <p>Your Hit Parade Mark Warnow's Orchestra. Barry Wood. Bea Wain, Hit Paraders Chorus <i>Popular music and vocalists</i></p>	<p>Saturday 9:00-9:45 p.m. <i>Rebroadcast</i> 12 mid.-12:45 a.m. 102 CBS stations ORIGINATES: WABC</p>	<p>Lucky Strike Cigarettes <i>Lord & Thomas</i></p>
<p>ANACIN COMPANY (186th Week on CBS)</p> <p>Our Gal, Sunday <i>Serial drama</i></p>	<p>Mon. thru Fri. 12:45-1:00 p.m. 43 CBS stations ORIGINATES: WABC</p>	<p>Anacin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>BAYER COMPANY (266th Week on CBS)</p> <p>Second Husband with Helen Menken, presented by the Famous Actors' Guild <i>Serial drama</i></p>	<p>Tuesday 7:30-8:00 p.m. 73 CBS stations ORIGINATES: WABC</p>	<p>Bayer Aspirin <i>Blackett-Sample-Hummert, Inc.</i></p>
<p>THE BEST FOODS, INC. (60th Week on CBS)</p> <p>We the Abbotts <i>Serial drama</i></p>	<p>Mon. thru Fri. 4:15-4:30 p.m. <i>Rebroadcast</i> 7:15-7:30 p.m. 57 CBS stations ORIGINATES: WABC</p>	<p>Nucoa, Margarine, Hellman's Mayonnaise <i>Benton & Bowles, Inc.</i></p>
<p>BOWEY'S, INC. (75th Week on CBS)</p> <p>News and Rhythm with Dale Evans, vocalist. Todd Hunter, news commentator. Tommy Bartlett. Dari-Rich Orchestra</p>	<p>Sunday 11:05-11:30 a.m. <i>Rebroadcast</i> 2:35-3:00 p.m. 31 CBS stations ORIGINATES: WBBM</p>	<p>Dari-Rich Products <i>Sorensen & Company</i></p>

BROWN & WILLIAMSON TOBACCO CORPORATION

(110th Week on CBS)

**Paul Sullivan Reviews
the News**

Mon. thru Fri.
6:30-6:45 p.m.
Rebroadcast
1:00-1:15 a.m.
57 CBS stations
ORIGINATES: WHAS

Raleigh Cigarettes

*Batten, Barton, Durstine
& Osborn, Inc.*

CALIFORNIA FRUIT GROWERS EXCHANGE

(78th Week on CBS)

**Sunkist Presents Hedda
Hopper's Hollywood**

Mon., Wed., Fri.
6:15-6:30 p.m.
30 CBS stations
ORIGINATES: KNX

Sunkist Oranges

Sunkist Lemons

Lord & Thomas

CAMPANA SALES COMPANY

(133rd Week on CBS)

First Nighter
with Barbara Luddy and
Les Tremayne

Drama

Tuesday
8:30-8:55 p.m.
53 CBS stations
ORIGINATES: WBBM

**Campana Hand Cream,
Italian Balin, Dreskin,
Coolies, D.D.D., Old South
Toiletries**

*Aubrey, Moore &
Wallace, Inc.*

CAMPBELL SOUP COMPANY

(308th Week on CBS)

Campbell's Short Short Story

Short story dramatizations

Amos 'n' Andy

Serial comedy-drama

Martha Webster

with Bess Flynn

Dramatic serial

Fletcher Wiley

Talks

Lanny Ross

Songs

Mon., Wed., Fri.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
53 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
7:00-7:15 p.m.
Rebroadcast
11:00 11:15 p.m.
60 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
11:15-11:30 a.m.
Rebroadcast
3:00-3:15 p.m.
57 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
2:30-2:45 p.m.
35 CBS stations
ORIGINATES: KNX

Mon. thru Fri.
7:15-7:30 p.m.
Rebroadcast
11:15 11:30 p.m.
57 CBS stations
ORIGINATES: WABC

Campbell's Tomato Juice

*Ward Wheelock
Company*

Campbell's Soups

*Ward Wheelock
Company*

Franco-American

Macaroni and Spaghetti

Ruthrauff & Ryan, Inc.

**CHESEBROUGH MANUFACTURING
COMPANY, CONSOLIDATED**

(104th Week on CBS)

Dr. Christian
with Jean Hersholt

Drama

Wednesday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
64 CBS stations
ORIGINATES: KNX

Vaseline Preparations
McCann-Erickson, Inc.

CHRYSLER CORPORATION

(243rd Week on CBS)

Major Bowes'
Original Amateur Hour

*Amateurs. with Major Bowes
as Master of Ceremonies*

Thursday
9:00-10:00 p.m.
83 CBS stations
ORIGINATES: WABC

Plymouth
Dodge
DeSoto
Chrysler
Ruthrauff & Ryan, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

(251st Week on CBS)

Colgate Ask-It-Basket
with Ed East

Variety-quiz program

Thursday
8:00-8:30 p.m.
Rebroadcast
11:30-12 mid.
64 CBS stations
ORIGINATES: WABC

Colgate Dental Cream
Benton & Bowles, Inc.

Strange As It Seems
Dramatizations of unusual facts

Thursday
8:30-8:55 p.m.
Rebroadcast
12:00-12:25 a.m.
57 CBS stations
ORIGINATES: WABC

Palmolive Shave Cream
Palmolive Brushless Shave
Benton & Bowles, Inc.

Woman of Courage
Serial drama

Mon. thru Fri.
10:45-11:00 a.m.
40 CBS stations
ORIGINATES: WABC

Octagon Products
Benton & Bowles, Inc.

Myrt and Marge
Serial drama

Mon. thru Fri.
10:15-10:30 a.m.
Rebroadcast
4:15-4:30 p.m.
81 CBS stations
ORIGINATES: WABC

Concentrated Super Suds
Super Suds
Benton & Bowles, Inc.

Hilltop House
starring Bess Johnson
Serial drama

Mon. thru Fri.
4:30-4:45 p.m.
78 CBS stations
ORIGINATES: WABC

Palmolive Soap
Benton & Bowles, Inc.

**COLGATE-PALMOLIVE-PEET
COMPANY**

continued

Wayne King's Orchestra
with Buddy Clark
Music

Stepmother
Serial drama

Saturday
8:30-8:55 p.m.
66 CBS stations
29 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
10:30-10:45 a.m.
Rebroadcast
4:45-5:00 p.m.
38 CBS stations
ORIGINATES: WBBM

Cashmere Bouquet Products
Halo
*Sherman & Marquette,
Inc.*

Colgate Tooth Powder
*Sherman & Marquette,
Inc.*

COMMERCIAL CREDIT COMPANY
32nd Week on CBS)

Bob Trout
News

Mon., Wed., Fri.
6:00-6:05 p.m.
Rebroadcasts
11:00-11:05 p.m.
11:55-12 mid.
Saturday
10:30-10:35 p.m.
64 CBS stations
ORIGINATES: WABC

**Automobile Finance
Service**
*O'Dea, Sheldon &
Canaday, Inc.*

CONTINENTAL BAKING CO., INC.
304th Week on CBS)

Your Marriage Club
with Haven MacQuarrie
Quiz

Saturday
8:00-8:30 p.m.
Rebroadcast
11:00-11:30 p.m.
47 CBS stations
ORIGINATES: WABC

Wonder Bread
Benton & Bowles, Inc.

THE CUDAHY PACKING COMPANY
305th Week on CBS)

Bachelor's Children
Serial drama

Mon. thru Fri.
9:45-10:00 a.m.
18 CBS stations
ORIGINATES: WBBM

Old Dutch Cleanser
*Blackett-Sample-
Hummert, Inc.*

DOUBLEMINT GUM
137th Week on CBS)

Melody Ranch
with Gene Autry
Western dramatic series

Sunday
6:30-7:00 p.m.
68 CBS stations
ORIGINATES: KXN

Doublemint Gum
*J. Walter Thompson
Company*

EVERSHARP, INC.
(57th Week on CBS)

Take It or Leave It
with Bob Hawk, MC. David Ross
Quiz

Sunday
10:00-10:30 p.m.
56 CBS stations
ORIGINATES: ON TOUR

Eversharp Pens and Pe
The Biow Company

FLORIDA CITRUS COMMISSION
(36th Week on CBS)

Mary Margaret McBride
Talks

Mon. thru Fri.
3:00-3:15 p.m.
39 CBS stations
(Tues. and Thurs.
21 CBS stations)
ORIGINATES: WABC

Florida Citrus Fruit
Arthur Kudner, Inc.

FORD MOTOR COMPANY
(342nd Week on CBS)

Sunday Evening Hour
Ford Symphony Orchestra and
Chorus, guest conductors,
and soloists
With Talks by W. J. Cameron

Sunday
9:00-10:00 p.m.
56 CBS stations
ORIGINATES: WJR

Ford
Lincoln
Lincoln Zephyr
Mercury
N. W. Ayer & Son, Inc.

GENERAL FOODS CORPORATION
(284th Week on CBS)

We, the People
with Gabriel Heatter, Harry von
Zell and guests
Real-life experiences

Tuesday
9:00-9:30 p.m.
Rebroadcast
12:00-12:30 a.m.
81 CBS stations
ORIGINATES: WABC

Sanka
Young & Rubicam, Inc.

Kate Smith Hour
with Kate Smith, Nan Rae, Maude
Davis, Ted Collins, Jack Miller and
his orchestra, Ted Streater and his
chorus, Andre Baruch
Music, comedy, and drama

Friday
8:00-8:55 p.m.
Rebroadcast
12:00-12:55 a.m.
84 CBS stations
ORIGINATES: WABC

Grape Nuts
Young & Rubicam, Inc.

Kate Smith Speaks; News
Talks and news

Mon. thru Fri.
12:00-12:15 p.m.
68 CBS stations
ORIGINATES: WABC

Swansdown Cake Flour
Young & Rubicam, Inc.
Diamond Crystal Salt
Benton & Bowles, Inc.

My Son and I
with Betty Garde and
Kingsley Colton
Serial drama

Mon. thru Fri.
2:45-3:00 p.m.
82 CBS stations
ORIGINATES: WABC

Calumet Baking Powder
Swansdown Cake Flour
Young & Rubicam, Inc.

GENERAL FOODS CORPORATION*Continued***Joyce Jordan, Girl Interne***Serial drama***Young Dr. Malone***Serial drama***Kate Hopkins***Serial drama***Portia Faces Life***Serial drama*

Mon. thru Fri.

2:15-2:30 p.m.

Rebroadcast

6:30-6:45 p.m.

52 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

2:00-2:15 p.m.

Rebroadcast

6:00-6:15 p.m.

71 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:45-5:00 p.m.

Rebroadcast

3:30-3:45 p.m.

43 CBS stations

ORIGINATES: WABC

Mon. thru Fri.

4:00-4:15 p.m.

83 CBS stations

ORIGINATES: WABC

La France

Satina

Minute Tapioca

Young & Rubicam, Inc.

Post's 40% Bran Flakes

Benton & Bowles, Inc.

Maxwell House Coffee

Benton & Bowles, Inc.

Post Toasties

*Benton & Bowles, Inc.***GENERAL MILLS, INC.***(516th Week on CBS)***By Kathleen Norris***Dramatization of her novels*

Mon. thru Fri.

10:00-10:15 a.m.

Rebroadcast

11:45 a.m.-12:00 noon

24 CBS stations

ORIGINATES: WABC

Wheaties

*Knox Reeves**Advertising, Inc.***GILLETTE SAFETY RAZOR COMPANY***(76th Week on CBS)***Elmer Davis***News*

Tues., Fri.

8:55-9:00 p.m.

49 CBS stations

ORIGINATES: WABC

Gillette Shaving Cream,
Safety Razors and Blades*Maxon, Inc.***GULF OIL CORPORATION***(351st Week on CBS)***Gulf Screen Guild Theatre**

with Roger Pryor, M.C.

screen stars as guests.

and Oscar Bradley's Orchestra.

John Heistand, announcer

Variety and drama

Sunday

7:30-8:00 p.m.

75 CBS stations

ORIGINATES: WABC

Motor Oil and Gas

*Young & Rubicam, Inc.***INTERNATIONAL SILVER COMPANY***(138th Week on CBS)***Silver Theatre**Conrad Nagel, Narrator-director,
and guest stage and screen stars*Drama*

Sunday

6:00-6:30 p.m.

55 CBS stations

ORIGINATES: KNX

International Sterling and
1847 Rogers Bros.

Silverplate

Young & Rubicam, Inc.

IRONIZED YEAST CO., INC.
(58th Week on CBS)

Court of Missing Heirs
Drama

Tuesday
8:00-8:30 p.m.
Rebroadcast
11:30-12:00 mid.
74 CBS stations
ORIGINATES: WABC

Ironized Yeast
Ruthrauff & Ryan, Inc.

LADY ESTHER, LTD.
(360th Week on CBS)

Guy Lombardo and His Orchestra
Popular music

Monday
10:00-10:30 p.m.
64 CBS stations
ORIGINATES: ON TOUR

Face Powder, Face Cream
Rouge, Lipstick and
Nail Polish
Pedlar & Ryan, Inc.

LEVER BROTHERS COMPANY
(274th Week on CBS)

Lux Radio Theatre
Cecil B. DeMille, director,
with stars of stage and screen
Drama

Monday
9:00-10:00 p.m.
65 CBS stations
29 CBC stations
ORIGINATES: KNX

Lux Toilet Soap
J. Walter Thompson Company

Big Town
with Edward G. Robinson, Ona
Munson. Leith Stevens' Orchestra
Drama

Wednesday
8:00-8:30 p.m.
Rebroadcast
9:30-10:00 p.m.
73 CBS stations
30 CBC stations
ORIGINATES: WABC

Rinso
Ruthrauff & Ryan, Inc.

Meet Mister Meek
Drama

Wednesday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
63 CBS stations
ORIGINATES: WABC

Lifebuoy
William Esty & Company, Inc.

Big Sister
with Alice Frost, Martin Gabel
Serial drama

Mon. thru Fri.
11:30-11:45 a.m.
Rebroadcast
2:00-2:15 p.m.
73 CBS stations
31 CBC stations
ORIGINATES: WABC

Rinso
Ruthrauff & Ryan, Inc.

Aunt Jenny's Real Life Stories
Dramatic sketches

Mon. thru Fri.
11:45-12:00 noon
Rebroadcast
2:15-2:30 p.m.
66 CBS stations
ORIGINATES: WABC

Spry
Ruthrauff & Ryan, Inc.

<p>LIBBEY-OWENS-FORD GLASS COMPANY (6th Week on CBS)</p> <p>Design for Happiness with 65-piece Chicago Woman's Symphony Orchestra, directed by Izler Solomon, and guest soloists <i>Symphonic music</i></p>	<p>Sunday 5:00-5:30 p.m. 74 CBS stations ORIGINATES: WBBM</p>	<p>Flat glass products <i>United States Advertising Corporation</i></p>
<p>LIGGETT & MYERS TOBACCO COMPANY (408th Week on CBS)</p> <p>Glenn Miller and His Orchestra with Marion Hutton, Ray Eberle <i>Popular music</i></p> <p>Professor Quiz with Bob Trout <i>Questions and answers</i></p>	<p>Tues., Wed., Thurs. 10:00-10:15 p.m. 96 CBS stations ORIGINATES: ON TOUR</p> <p>Tuesday 9:30-10:00 p.m. 68 CBS stations ORIGINATES: WABC</p>	<p>Chesterfield Cigarettes <i>Newell-Emmett Co., Inc.</i></p> <p>Velvet Pipe and Cigarette Tobacco <i>Newell-Emmett Co., Inc.</i></p>
<p>THOMAS J. LIPTON, INC. (6th Week on CBS)</p> <p>Helen Hayes Theater starring Helen Hayes, with Mark Warnow's Orchestra, and Harry von Zell <i>Drama</i></p>	<p>Sunday 8:00-8:30 p.m. <i>Rebroadcast</i> 10:30-11:00 p.m. 65 CBS stations ORIGINATES: WABC</p>	<p>Lipton's Tea and Tea Bags <i>Young & Rubicam, Inc.</i></p>
<p>MENNEN COMPANY (81st Week on CBS)</p> <p>Colonel Stoopnagle's Quixie-Doodles <i>Comedy and quiz</i></p>	<p>Sunday 5:30-6:00 p.m. 45 CBS stations ORIGINATES: WABC</p>	<p>Mennen Shave Products <i>H. M. Kiesewetter Advertising Agency, Inc.</i></p>
<p>NEHI CORPORATION (52nd Week on CBS)</p> <p>Believe It or Not with Robert Ripley <i>Dramatization of unusual facts</i></p>	<p>Friday 10:00-10:30 p.m. 91 CBS stations ORIGINATES: WABC</p>	<p>Royal Crown Cola <i>Batten, Barton, Durstine & Osborn, Inc.</i></p>
<p>PENN TOBACCO COMPANY (57th Week on CBS)</p> <p>Vox Pop Parks and Wally <i>Interviews</i></p>	<p>Thursday 7:30-8:00 p.m. 50 CBS stations ORIGINATES: WABC</p>	<p>Kentucky Club Pipe Tobacco <i>Ruthrauff & Ryan, Inc.</i></p>

PET MILK SALES CORPORATION
(363rd Week on CBS)

Saturday Night Serenade

Mary Eastman, soprano; Bill Perry, tenor; Bob Trout, Musical Host, and Gustave Haenschen's Orchestra and Chorus

Musical

Mary Lee Taylor

home economist

Household advice

Saturday
9:45-10:15 p.m.
55 CBS stations
ORIGINATES: WABC

Pet Evaporated Milk
*Gardner Advertising
Company*

Tues. and Thurs.
11:00-11:15 a.m.
Rebroadcast
1:45-2:00 p.m.
66 CBS stations
ORIGINATES: KMOX

PHILIP MORRIS & COMPANY, LTD.
(221st Week on CBS)

Johnny Presents

Ray Bloch's Orchestra
Dramatized "Perfect Crime," Floyd Sherman, Roger Kinney, Audrey Marsh, "Beverly," Glenn Cross, Swing 14 Chorus

Musical variety and dramatic interlude

The Crime Doctor

Dramatic programs

Friday
9:00-9:30 p.m.
Rebroadcast
11:30-12:00 p.m.
78 CBS stations
ORIGINATES: WABC

Philip Morris Cigarettes
The Biow Company, Inc.

Sunday
8:30-8:55 p.m.
Rebroadcast
11:00-11:25 p.m.
69 CBS stations
ORIGINATES: WABC

THE PROCTER & GAMBLE CO.
(314th Week on CBS)

Those We Love

with Nan Grey, Donald Woods, Richard Cromwell

Drama

The Goldbergs

Serial drama

The O'Neills

Serial drama

Monday
8:00-8:30 p.m.
Rebroadcast
12:00-12:30 a.m.
72 CBS stations
ORIGINATES: KNX

Teel
Drene
H. W. Kastor & Sons

Mon. thru Fri.
5:00-5:15 p.m.
Rebroadcast
11:30-11:45 a.m.
24 CBS stations
ORIGINATES: WABC

Oxydol
*Blackett-Sample-
Hummert, Inc.*

Mon. thru Fri.
5:15-5:30 p.m.
17 CBS stations
ORIGINATES: WABC

Ivory Soap
*Compton Advertising,
Inc.*

THE PROCTER & GAMBLE CO.

Continued

Life Can Be Beautiful

Serial drama

Woman in White

Serial drama

Right to Happiness

Serial drama

Road of Life

Serial drama

Mon. thru Fri.
1:00-1:15 p.m.
34 CBS stations
ORIGINATES: WABC

Mon. thru Fri.
1:15-1:30 p.m.
32 CBS stations
ORIGINATES: WBBM

Mon. thru Fri.
1:30-1:45 p.m.
36 CBS stations
17 CBC stations
ORIGINATES: WBBM

Mon. thru Fri.
1:45-2:00 p.m.
24 CBS stations
ORIGINATES: WBBM

Ivory Soap
*Compton Advertising,
Inc.*

Camay
Pedlar & Ryan, Inc.

Crisco
*Compton Advertising,
Inc.*

Chipso
Pedlar & Ryan, Inc.

**PRUDENTIAL INSURANCE COMPANY
OF AMERICA**

(75th Week on CBS)

When a Girl Marries

Serial drama

Mon. thru Fri.
12:15-12:30 p.m.
51 CBS stations
ORIGINATES: WABC

Insurance Services
Benton & Bowles, Inc.

**R. J. REYNOLDS TOBACCO
COMPANY**

(391st Week on CBS)

Blondie

with Penny Singleton and
Arthur Lake

Domestic comedy

Al Pearce and His Gang

with Blanche Stewart, Artie
Auerbach, Arthur Q. Bryan,
Carl Hoff and His Orchestra,
and guests

Variety

Monday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
60 CBS stations
ORIGINATES: KNX

Friday
7:30-8:00 p.m.
Rebroadcast
10:30-11:00 p.m.
84 CBS stations
ORIGINATES: KNX

Camel Cigarettes
Prince Albert Smoking
Tobacco
*William Esty &
Company, Inc.*

SPEARMINT GUM

(437th Week on CBS)

Scattergood Baines

Serial drama

Mon. thru Fri.
5:45-6:00 p.m.
76 CBS stations
ORIGINATES: WBBM

Spearmint Gum
Neisser Meyerhoff, Inc.

TEXAS COMPANY
(179th Week on CBS)

Texaco Star Theatre
starring Fred Allen, with Kenny Baker, Portland Hoffa, Al Goodman's Orchestra, "Mighty Allen Art Players"
Variety

Wednesday
9:00-10:00 p.m.
Rebroadcast
12:00-1:00 a.m.
85 CBS stations
ORIGINATES: WABC

Texaco Products
Buchanan & Co.

U. S. TOBACCO COMPANY
(283rd Week on CBS)

Pipe Smoking Time
with Tom Howard and George Shelton, Ray Bloch's Orchestra
Comedy and music

Monday
8:30-8:55 p.m.
Rebroadcast
11:30-11:55 p.m.
55 CBS stations
ORIGINATES: WABC

Dill's Best
Model Smoking Tobacco
Arthur Kudner, Inc.

ATLANTIC REFINING COMPANY
(125th Week on CBS)

Holy Cross Games
Play-by-play descriptions

Saturday
1:45-5:30 p.m.
ORIGINATES: WORC

Atlantic White
Flash Gasoline and
Atlantic Motor Oil
N. W. Ayer & Son, Inc.

F. B. WASHBURN CANDY CORPORATION
(8th Week on CBS)

Crackpot College
Quiz

Saturday
5:30-6:00 p.m.
ORIGINATES: WEEI

Waleco Candy Bars
Bennett, Walther & Menadier, Inc.

ALBERS BROS. MILLING COMPANY
(20th Week on CBS)

Adventures of Dr. Hunt
Mystery Dramas

Sunday
4:30-4:45 p.m. PST
ORIGINATES: KNX

Friskies Dog Food
Erwin Wasey & Co.

BATHASWEET CORPORATION
(56th Week on CBS)

Bob Garred Reporting
News

Tues., Thurs.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Bathasweet Products
H. M. Kiesewetter Advertising Agency

COLONIAL DAMES, INC.
(47th Week on CBS)

"Find the Woman"
with Knox Manning

Friday
9:55-10:00 p.m. PST
ORIGINATES: KNX

Cosmetics
Glasser Advertising Agency

GENERAL PETROLEUM CORP.
(6th Week on CBS)

Pigskin Preview
with Sam Haves

Wednesday
6:15-6:30 p.m. PST
ORIGINATES: KNX

Mobilgas, Mobiloil
Smith & Drum, Inc.

**COLUMBIA
JEW ENGLAND
NETWORK**

**COLUMBIA
PACIFIC
NETWORK**

P. LORILLARD COMPANY

(231st Week on CBS)

Texas Rangers
with Martha Mears

Wed., Fri.
6:00-6:15 p.m. PST
ORIGINATES: KNX

Old Gold Cigarettes
Lennen & Mitchell, Inc.

**COLUMBIA
PACIFIC
NETWORK**
Continued

LOS ANGELES SOAP COMPANY

(57th Week on CBS)

Knox Manning
News

Mon. thru Fri.
12:15-1:00 p.m.
PST
ORIGINATES: KNX

White King Soap
Sierra Pine Soap
Raymond R. Morgan Co.

LUDEX'S, INC.

(45th Week on CBS)

Elmer Davis
News

Tues., Fri.
5:55-6:00 p.m. PST
ORIGINATES: WABC

Menthol Cough Drops
J. M. Mathes, Inc.

THE MENNEN COMPANY

(81st Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
7:30-7:45 a.m. PST
ORIGINATES: KNX

Mennen Shaving Cream
*H. M. Kiesewetter
Advertising Agency*

PETER PAUL, INC.

(16th Week on CBS)

Bob Garred Reporting
News

Mon., Wed., Fri.
5:45-5:55 p.m. PST
ORIGINATES: KNX

Mounds Candy
Ten Crown Gum
*Brisacher, Davis
& Staff*

**PLANTERS NUT AND
CHOCOLATE COMPANY**

(4th Week on CBS)

What's On Your Mind?

Thursday
7:15-7:45 p.m. PST
ORIGINATES: KNX

Planters Salted Peanuts
Planters Peanut Oil
Raymond R. Morgan Co.

**TIDEWATER ASSOCIATED
OIL COMPANY**

(153rd Week on CBS)

Football Games
*Play-by-play descriptions of
important contests*

Saturday
1:45-4:30 p.m. PST
ORIGINATES: VARIOUS
COLLEGES

Tidewater Products
Lord & Thomas

AMERICAN CHICLE COMPANY

(9th Week on WIBC)

Announcements

Saturday Afternoon News

Mon. thru Sat.
8:00-8:01:30 a.m.

Saturday
approximately
1:15-1:30 p.m.

Chiclets and Dentyne
*Badger, Browning &
Hersey, Inc.*

**WABC
SPONSORED
PROGRAMS**

**WABC
SPONSORED
PROGRAMS**

Continued

<p>BARBASOL COMPANY <i>(5th Week on WABC)</i></p> <p>Sports News with Mel Allen</p>	<p>Tues., Thurs., Sat. 6:00-6:05 p.m.</p>	<p>Barbasol Shaving Cream <i>Erwin, Wasey & Co., Inc.</i></p>
<p>BULOVA WATCH COMPANY <i>(584th Week on WABC)</i></p> <p>Time Signals</p>	<p>Sun. thru Sat. 10 Times Daily</p>	<p>Bulova Watches <i>The Biow Company</i></p>
<p>CHILDS COMPANY <i>(2nd Week on WABC)</i></p> <p>Morning Almanac with Phil Cook</p>	<p>Mon., Wed., Fri. 7:30-7:45 a.m.</p>	<p>Childs Restaurants <i>Geyer, Cornell & Newell, Inc.</i></p>
<p>GORDON BAKING COMPANY <i>(54th Week on WABC)</i></p> <p>Hollywood Dreams</p> <p>John Nesbitt's Passing Parade</p>	<p>Tues., Thurs. 11:00-11:15 a.m.</p> <p>Mon. thru Sat. 8:15-8:20 a.m.</p>	<p>Roman Meal Bread <i>Barton A. Stebbins</i></p> <p>Silvercup Bread <i>Barton A. Stebbins</i></p>
<p>GROVE LABORATORIES, INC. <i>(5th Week on WABC)</i></p> <p>Odd Side of the News</p>	<p>Tues., Thurs., Sat. 8:25-8:30 a.m.</p>	<p>Grove's Bromo Quinine <i>J. Walter Thompson Company</i></p>
<p>KRUG BAKING COMPANY <i>(45th Week on WABC)</i></p> <p>Woman's Page of the Air with Adelaide Hawley</p>	<p>Friday 8:45-9:00 a.m.</p>	<p>Bakery Products and Coffee <i>Elmer L. Cline</i></p>
<p>LUDEN'S, INC.* <i>(4th Week on WABC)</i></p> <p>News of the War with Elmer Davis, Major George Fielding Eliot, and Albert Warner</p>	<p>Mon., Wed. 10:45-11:00 p.m.</p>	<p>Luden's Menthol Cough Drops <i>J. M. Mathes, Inc.</i></p>

*In addition to number of weeks in which the client has used CBS Network facilities.

**WABC
SPONSORED
PROGRAMS**

MANUFACTURERS' TRUST COMPANY
(8th Week on WABC)

Tues., Thurs.
10:45-11:00 p.m.

Banking Services
McCann-Erickson, Inc.

News of the War
with Elmer Davis, Major George
Fielding Eliot, and Albert Warner

MARLIN FIREARMS COMPANY
(3rd Week on WABC)

Tues., Thurs., Fri.
6:35-7:00 a.m.

Marlin Razor Blades
Craven & Hedrick, Inc.

Rising Son
with Larry Elliott
Announcements

MELVILLE SHOE COMPANY
(102nd Week on WABC)

Mon. thru Sat.
7:45-8:00 a.m.

Thom McAn Shoes
Neff-Rogow, Inc.

Early Morning News

**NEW YORK STATE BUREAU OF
MILK PUBLICITY**
(7th Week on WABC)

Tuesday
8:45-9:00 a.m.

Milk Publicity
J. M. Mathes, Inc.

Woman's Page of the Air
with Adelaide Hawley

PETER PAUL COMPANY
(34th Week on WABC)

Mon., Wed., Fri.
6:30-6:35 a.m.

Mounds
Platt-Forbes, Inc.

Early Riser's News

VICK CHEMICAL COMPANY
(4th Week on WABC)

Mon., Wed., Fri.
6:35-7:00 a.m.

Vick's Menthol
Cough Drops
Morse International, Inc.

Rising Son
with Larry Elliott
Announcements

WHITE LABORATORIES, INC.
(8th Week on WABC)

Mon., Wed., Fri.
8:20-8:25 a.m.

"Chooz"
*William Esty &
Company, Inc.*

Jack Berch
Variety

CBS SUSTAINING PROGRAMS

are chosen because they are *timely, exciting, and balanced*. These three standards of selection produce a diverse, flexible program schedule, carefully designed to win and retain the interest of millions of listeners. To maintain its flexibility—to continue to present the most highly contemporary and most stimulating sustaining programs on the air—Columbia finds it necessary in the course of the month to alter some details in the following schedule. These day-to-day and even hour-to-hour changes are reported, when possible, in local newspaper radio listings.

For your convenience, the Columbia sustaining programs listed on the following pages are grouped in these eleven classifications:

1. NEWS BROADCASTS	Page 18
2. PUBLIC AFFAIRS	Page 19
3. SPECIAL EVENTS	Page 19
4. DRAMATIC SERIES	Page 20
5. SERIOUS MUSIC	Page 21
6. RELIGIOUS BROADCASTS	Page 23
7. EDUCATIONAL PROGRAMS	Page 24
8. VARIETY PROGRAMS	Page 26
9. PERSONALITIES	Page 26
10. CHILDREN'S PROGRAMS	Page 27
11. LIGHT MUSIC	Page 27
CBS SHORT WAVE BROADCASTS	Page 28
ADDENDA: OCTOBER PROGRAMS	Page 29

Election Returns

SCHEDULED PERIODS

TUESDAY, NOVEMBER 5

CBS' board of political correspondents—Elmer Davis, Bob Trout, and Albert Warner—broadcast election returns as they come by telephone and press association tickers to CBS headquarters in New York. In the early evening, when returns are sparse, they broadcast during the regular news periods with an additional program each hour; but starting at 9 p.m. EST, when the results are fuller, they remain on the air until Franklin D. Roosevelt or Wendell Willkie is elected President of the United States. Elmo Roper, director of the Fortune survey, joins the CBS corps of more than 40 experts to analyze the returns in the light of the straw polls.

**News Summaries, Analyses
and Broadcasts from Europe**

SCHEDULED PERIODS

MONDAY THRU SUNDAY

Columbia's staff of air reporters in European capitals, in New York, and in Washington cover the second world war according to a regular pattern of summaries, analyses, and news broadcasts from Europe.

News Broadcasts: Edward R. Murrow, Eric Sevareid from London; Edwin Hartrich from Paris; William L. Shirer, Harry W. Flannery, Joseph C. Harsch from Berlin; Cecil Brown from Rome; Larry Leseur from R.A.F. headquarters in Great Britain; Frank Stevens from Budapest; Spencer Williams from Bucharest; Farnsworth Fowle from Ankara; Herbert Clark from Buenos Aires; W. R. Wills from Tokyo; Elmer Davis, Bob Trout, Linton Wells, Major G. F. Eliot from New York; Albert Warner from Washington: 8:00-8:15 a.m., MONDAY THRU SATURDAY; 6:45-7:00 p.m., MONDAY THRU SATURDAY; 9:00-9:15 a.m., 7:00-7:30 p.m., SUNDAY, 10:45-11:00 p.m. MONDAY THRU SATURDAY.

News Summaries: 6:30, 9:00 a.m., 3:55 p.m., 12:00 midnight; 12:55 a.m., MONDAY THRU FRIDAY; 6:00 p.m., TUESDAY AND THURSDAY; 6:30, 9:00 a.m., 11:00 a.m., 3:55, 6 p.m., 12:00 midnight, 1:55 a.m., SATURDAY; 8:00, 11:00 a.m., 2:30 p.m., 12:55 a.m., SUNDAY.

News Analyses: Elmer Davis, 8:55-9:00 p.m., SATURDAY, SUNDAY; Albert Warner, 6:05-6:15 p.m., SATURDAY.

**PUBLIC
AFFAIRS**

Headlines and Bylines

11:00-11:15 p.m.

EACH SUNDAY

In this new Sunday evening period of news analysis, Major George Fielding Eliot stresses the military aspects of war in Europe, Albert Warner describes the Washington scene, and Bob Trout analyzes the week's news generally.

Selective Service Program

10:15-10:20 p.m.

EACH TUESDAY AND THURSDAY

CBS cooperates with the Federal government with two broadcasts each week designed to explain problems of conscription.

Leon Henderson

2:00-2:15 p.m.

SUNDAY, NOVEMBER 3

Mr. Henderson discusses his work on the National Defense Advisory Commission—price stabilization and raw materials planning.

Rt. Rev. Hudson

2:15-2:30 p.m.

SUNDAY, NOVEMBER 3

Right Rev. Noel Baring Hudson, representative of England's Archbishop of Canterbury, is heard in a nationwide CBS talk.

Lieut. General Drum

10:20-10:45 p.m.

THURSDAY, NOVEMBER 14

Lieutenant General Hugh A. Drum speaks from the Lotos Club in New York City over a nation-wide Columbia Network.

Minister Saladrigas

10:15-10:30 p.m.

SATURDAY, NOVEMBER 16

Minister Carlos Saladrigas y Zayas of Cuba is heard on the nationwide CBS Network in an address originating from Havana.

**SPECIAL
EVENTS**

Football Games

2:00-5:00 p.m.

(approximately)

EACH SATURDAY

Each week Ted Husing picks a nationally important college football game and covers it, play by play, for CBS. His itinerary takes him and his assistant, Jimmy Dolan, to all parts of the country for big games. Scheduled so far for November:

NOVEMBER 2: Army-Notre Dame.

NOVEMBER 9, 16, AND 23: To Be Announced.

NOVEMBER 30: Army-Navy.

V. M. I. Founder's Day

10:30-10:45 p.m.

MONDAY, NOVEMBER 11

Armistice Day and Founder's Day of the Virginia Military Institute are observed by Chief of Staff of U. S. Army, General George C. Marshall, a V. M. I. alumnus, and other speakers.

**SPECIAL
EVENTS**

(Continued)

Red Cross Roll Call

1:30-2:30 p.m.

SUNDAY, NOVEMBER 10

Katharine Cornell, one of the foremost actresses of the American stage, makes her radio debut in the annual Red Cross Roll Call. Others slated to broadcast with Miss Cornell are Norman H. Davis, Red Cross national chairman, Leopold Stokowski conducting a symphony orchestra, Clifton Fadiman. Raymond Gram Swing. and Guthrie McClintic. Bob Trout presides at the microphone throughout the program.

Francis Henry Taylor

3:45-3:55 p.m.

TUESDAY, NOVEMBER 26

Francis Henry Taylor, newly-appointed Director of the Metropolitan Museum of Art, speaks in connection with the observation of National Art Week.

Columbia Workshop

10:30-11:00 p.m.

EACH SUNDAY

The Columbia Workshop presents its fourth year of unusual radio dramas, which employ the most recent broadcasting techniques in experiments to widen the scope of radio art. Columbia's leading staff directors are assigned to the plays, which are submitted by new young writers as well as by established script-writers. Davidson Taylor supervises production of the plays and selection of the scripts.

NOVEMBER 3: Excerpts from the Constitution.

NOVEMBER 10: Music of Bela Bartok, played by the composer and his wife. Ditta Pasztory-Bartok, including the Sonata for Two Pianos and Percussion.

NOVEMBER 17: "I Get the Blues from Revues," an original musical satire by Al Rinker and Frank Lovejoy.

NOVEMBER 24: Scenes from "The Dynasts," by Thomas Hardy, adapted and directed by Brewster Morgan.

**DRAMATIC
SERIES**

"Honest Abe"

9:30-10:00 a.m.

EACH SATURDAY

This Saturday morning series dramatizes episodes in the early life of Abraham Lincoln. Written by E. P. Conkle, the series stars Ray Middleton, prominent young American baritone. Sidney Harmon produces and directs the series; he is assisted by Betzy Tuthill.

**SERIOUS
MUSIC**

**New York Philharmonic-
Symphony Orchestra**

3:00-4:30 p.m.

EACH SUNDAY

The New York Philharmonic-Symphony Orchestra is in its eleventh consecutive year of broadcasting exclusively on CBS. John Barbirolli, brilliant young English conductor, is permanent director of the orchestra, while Deems Taylor, CBS music consultant and noted composer, is again intermission commentator. In November:

NOVEMBER 3: *Toch*: "Pinocchio" Overture; *Rachmaninoff*: Concerto in C-minor, Opus 18, No. 2, EUGENE LIST, piano soloist; *Schubert*: Symphony in B-flat major. No. 5.

NOVEMBER 10: *Weinberger*: "Song of the High Seas" (first performance); *Elgar*: Concerto in E-minor, for Violoncello and Orchestra, Op. 85, GREGORY PIATIGORSKY, Violoncello; *Brahms*: Symphony in C-minor, No. 1, Op. 68.

NOVEMBER 17: *Brahms*: "Academic Festival" Overture; *Beethoven*: Concerto in G-major, for Piano and Orchestra, No. 4, Op. 58. ARTUR RUBINSTEIN, soloist; *Dvorak*: Symphony in E-minor, No. 5, Op. 95, "From the New World."

NOVEMBER 24: From Ann Arbor: *Handel*: Concerto Grosso in B-flat, No. 7, Op. 6; *Mendelssohn*: Symphony in A-major, Op. 90, "Italian"; *Sibelius*: Symphony No. 2 in D-major, Op. 43.

Youth Orchestras

10:30-11:00 a.m.

EACH SUNDAY

NYA orchestras in large American cities present this new Sunday morning series of symphonic music. The NYA Orchestra of New York City, conducted by Josef Stopak, will play selections by Tchaikowsky and Rimsky-Korsakov in the broadcast of November 3. The NYA Orchestra of Birmingham is scheduled for November 10.

**Philharmonic Young
People's Concert**

11:05-12:15 p.m.

SATURDAY, NOVEMBER 2

The Philharmonic-Symphony Orchestra of New York presents one concert a month especially for young people. The opening broadcast of the 1940-41 series is centered about the symphonic poem and includes compositions by Sibelius, MacDowell, Saint-Saëns, Dukas, and Schelling. Rudolf Ganz conducts.

**Cincinnati Conservatory
of Music**

11:05 a.m.-12:00 noon

EACH SATURDAY

The Cincinnati Conservatory of Music is in its seventh season of Saturday morning broadcasts on CBS. Alexander von Kreisler continues to conduct the orchestra, and many of the broadcasts feature chamber music groups and soloists. On November 9, Howard Colf is heard as violin soloist in a Beethoven concerto, while on November 16 Severin Eisenberger plays a piano solo, "Valse Caprice," by Schubert and Liszt.

**Columbia Concert
Orchestra**

8:00-8:30 p.m.

EACH SUNDAY

5:00-5:30 p.m.

EACH WEDNESDAY

5:15-5:45 p.m.

EACH THURSDAY

6:15-6:45 p.m.

EACH SATURDAY

The winter schedule set for the Columbia Concert Orchestra includes four half-hour broadcasts a week of symphonic music. The orchestra is directed in its Wednesday and Saturday broadcasts by Howard Barlow, and in its Sunday and Thursday broadcasts by Victor Bay.

Yella Pessl

VARIOUS HOURS

Yella Pessl, one of the musicians who saved the harpsichord from retirement as a museum piece, is heard in five broadcasts a week principally of seventeenth and eighteenth century compositions.

Genevieve Rowe

6:15-6:30 p.m.

EACH WEDNESDAY

Each Wednesday evening Genevieve Rowe, CBS soprano, is accompanied by the Columbia Concert Orchestra in a program of songs and operatic selections.

Clyde Barrie

9:15-9:30 a.m.

EACH SUNDAY

Clyde Barrie, distinguished Negro baritone, is heard over CBS each Sunday morning, with the Salon Orchestra conducted by Alexander Semmler.

**RELIGIOUS
BROADCASTS**

Church of the Air

10:00-10:30 a.m.

1:00-1:30 p.m.

EACH SUNDAY

The Church of the Air is presenting its eighth consecutive year of Sunday morning and afternoon religious broadcasts. In November:

NOVEMBER 3: *Morning:* Rev. Johan Carl Keyser Preus, D.D., Educational Director and Executive Secretary of Board of Education, Norwegian Lutheran Church, Minneapolis.

Afternoon: Thomas Coolidge Fowler, former First Reader, First Church of Christ, Scientist, Bronxville, N. Y.

NOVEMBER 10: *Morning:* Rt. Rev. Henry St. George Tucker, D.D., Bishop of Virginia, Presiding Bishop, Protestant Episcopal Church, New York City.

Afternoon: Rev. Paul Christopher Perrotta, O.P., Professor of Philosophy, Providence College, Rhode Island.

NOVEMBER 17: *Morning:* Bishop Paul B. Kern, D.D., Methodist Episcopal Church, Nashville.

Afternoon: Rabbi Leo Jung, Jewish Center, New York City.

NOVEMBER 24: *Morning:* Dr. Robbins Wolcott Barstow, D.D., LL.D., President of Hartford Seminary Foundation, Hartford, Connecticut (Congregational).

Afternoon: Rev. George J. Campbell, S.T.L., pastor, St. Mary Magdalene's Church, Portland, Oregon (Catholic).

Wings Over Jordan

9:30-10:00 a.m.

EACH SUNDAY

This program of religious talks and spirituals is presented by outstanding Negro leaders and educators and a choir of thirty-five voices.

NOVEMBER 3: F. D. White, dean of Livingstone College, Salisbury, North Carolina.

NOVEMBER 10: Harold Jackson, national vice-president of youth organization, A. M. E. Church, Lansing, Michigan.

NOVEMBER 17: Rev. Edgar A. Love, superintendent, Department of Negro Work, Board of Home Missions and Church Extension of the Methodist Church, New Orleans, Louisiana.

NOVEMBER 24: Father J. Alvin Mayo, St. Andrew's Episcopalian Church, Cleveland.

American School of the Air

9:15-9:45 a.m.
(Eastern Time Zone)
2:30-2:55 p.m.
(Central Time Zone)
9:30-10:00 a.m.
(Mountain Time Zone)
2:00-2:30 p.m.
(Pacific Time Zone)
MONDAY THRU FRIDAY

The American School of the Air, broadcast for the first time to the Latin American Republics, is in its twelfth year of broadcasting on CBS. An estimated 8,000,000 students in the United States alone listen regularly to the series.

MONDAYS—*Americans at Work*
NOVEMBER 4: Oil.
NOVEMBER 18: Hemp and Sisal
NOVEMBER 25: Rubber.

TUESDAYS—*Wellsprings of Music*
NOVEMBER 12: Songs of Make-Believe.
NOVEMBER 19: Ballets and Fairy Tales.
NOVEMBER 26: Animal Songs.

WEDNESDAYS—*New Horizons*
NOVEMBER 6: Man-Made Islands of the Aztecs.
NOVEMBER 13: Incas Over the Andes.
NOVEMBER 20: Land Without Lakes or Rivers.
NOVEMBER 27: Gateway From the Wilderness.

THURSDAYS—*Tales from Far and Near*
NOVEMBER 7: Mr. Popper's Penguins.
NOVEMBER 14: All Sail Set.
NOVEMBER 28: Sad Faced Boy.

FRIDAYS—*This Living World*
NOVEMBER 1: Public Relief.
NOVEMBER 8: Unemployment.
NOVEMBER 15: Housing America.
NOVEMBER 29: Security.

Adventures in Science

3:45-3:55 p.m.
EACH THURSDAY

Watson Davis interviews prominent scientists on these CBS programs, planned in conjunction with Science Service, Inc.

Of Men and Books

1:00-1:15 p.m.
EACH SATURDAY

Professor John T. Frederick of the Medill School of Journalism, Northwestern University, and Dr. Bergen Evans, Northwestern Department of English, discuss modern books and the world's greatest classics.

Exploring Space

3:45-3:55 p.m.
EACH FRIDAY

This series tells—in an interesting, dramatic manner—the stories of the planets and constellations.

**CBS ADULT
EDUCATION BOARD**

“Invitation to Learning” and “The People’s Platform” are presentations of the Department of Education, arranged with the counsel of Columbia’s Adult Education Board. Members of the Board, representative of the nation’s leading educators and publicists, are:

- | | |
|------------------------|----------------------|
| LYMAN BRYSON, chairman | SPENCER MILLER, JR. |
| STRINGFELLOW BARR | RUTH BRYAN ROHDE |
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| HARRY WOODBURN CHASE | GEORGE EDGAR VINCENT |
| ROBERT I. CANNON, S.J. | WILLIAM ALLEN WHITE |
| ALVIN S. JOHNSON | RAY LYMAN WILBUR |
| HENRY R. LUCE | JOSEPH H. WILLITS |

Invitation to Learning
4:30–5:00 p.m.
EACH SUNDAY

This new series invites listeners to read or re-read the world’s great books. On each program, outstanding scholars discuss famous books—emphasizing their living quality. Huntington Cairns, Allen Tate, and Mark Van Doren are the regular participants, and guests will occasionally discuss the books with them.

The People’s Platform
7:00–7:30 p.m.
EACH SATURDAY

Lyman Bryson entertains four Americans at dinner and draws them into an extemporaneous discussion of current problems and informal exchange of ideas.

Columbia’s Lecture Hall
3:45–3:55 p.m.
EACH MONDAY AND WEDNESDAY

Outstanding personalities on America’s lecture stage are heard in this new program. Monday broadcasts feature lecturers in current events, economics and science. On Wednesdays, the guests are from the entertainment world.

Columbia’s Country Journal
12:00–12:30 p.m.
EACH SATURDAY

Charles Stookey, Columbia’s director of agricultural programs, presents a weekly round-up of farm news and interviews distinguished agricultural authorities and leaders.

Highways to Health
1:15–1:30 p.m.
EACH SATURDAY

Dr. Iago Galdston of the New York Academy of Medicine arranges these instructive talks for laymen.

Flow Gently Sweet Rhythm

2:35-3:00 p.m.

EACH SUNDAY

EXCEPT NOVEMBER 10

Maxine Sullivan, famous for her swing version of "Loch Lomond" and other ballads, joins John Kirby's six-piece band in this new series of jazz chamber music. The Golden Gate Quartet sings Negro spirituals, and Canada Lee serves as MC.

"Singing Bee"

10:00-10:30 a.m.

EACH SATURDAY

Another new CBS Saturday morning feature is the "Singing Bee," conducted by Welcome Lewis, diminutive contralto and one of radio's most unusual soloists. Contestants are selected from the studio audience and get cash awards for being able to identify a song and then singing, humming, or whistling it.

Back Where I Come From

10:30-10:45 p.m.

EACH MONDAY,

WEDNESDAY AND FRIDAY

Burl Ives and the Golden Gate Quartet are featured in this program of lesser-known American folk music, directed by Nicholas Ray. The series was first heard as one of the experimental "Forecast" programs.

A Friend in Deed

3:30-3:45 p.m.

MONDAY THRU FRIDAY

Richard Maxwell presents a new program, based on the vital idea of friendship, each week-day afternoon.

Major Bowes' Family

11:30-12:30 p.m.

EACH SUNDAY

Major Bowes' family—the Dalton Brothers, Nicholas Cosentino, Charles Magante, Sam Herman, and Waldo Mayo's orchestra—present a spirited musical program each Sunday.

Outdoors with Bob Edge

6:15-6:30 p.m.

EACH THURSDAY

Bob Edge, CBS hunting and fishing expert, recounts anecdotes and furnishes useful information to sporting enthusiasts.

The Old Dirt-Dobber

10:30-11 a.m.

EACH SATURDAY

Tom Williams, horticultural expert of WLAC in Nashville, "the old dirt-dobber," answers queries about trees, plants, birds, and insects on this unusual new Saturday morning feature.

PERSONALITIES

**CHILDREN'S
PROGRAMS**

Let's Pretend

12:30-1:00 p.m.

EACH SATURDAY

This series, which dramatizes the world's greatest fairy tales, has won more awards than any other children's program. Directed by Nila Mack and presented by a cast of child actors, "Let's Pretend" has already in 1940 won the Radio Daily Award as the best children's program on the air, the Scripps-Howard nationwide poll of radio editors, and the Women's National Radio Committee Award.

"March of Games"

1:30-2:00 p.m.

EACH SUNDAY

Children who like asking questions and those who like answering get a chance on this quiz program originated by Natalie Purvin Prager, Nila Mack directing. Arthur Ross is MC; Sybil Trent, 12, is "Miss Drum Major."

LIGHT MUSIC

CBS Vocalists

VARIOUS HOURS

MONDAY THRU SATURDAY

The Columbia Network schedule of vocal programs includes many young singers of popular songs in many styles and interpretations. Among the current vocalists are:

David Elwynn Jack Leonard
Genevieve Rowe

**Golden Gate Quartet,
Four Clubmen, Symphonettes**

VARIOUS HOURS

These harmony groups are featured on the Columbia Network through the week. Each group has a distinctive vocal style and is a CBS favorite.

Dance Orchestra

VARIOUS HOURS

MONDAY THRU SUNDAY

America's leading dance bands provide a full schedule of current hits and old favorites to Columbia listeners each evening. These top ranking bands are scheduled for November:

Bobby Day	Kay Kyser
Eddie Duchin	Guy Lombardo
Shep Fields	Jimmy Lunceford
Chuck Foster	Will McCune
Ray Herbeck	Paul Pendarvis
Everett Hoagland	Rafon Ramos
Sammy Kaye	Claude Thornhill
Joey Kearns	Sammy Watkins

**CBS SHORT WAVE
BROADCAST SCHEDULE
TO EUROPE AND
SOUTH AMERICA**

Columbia's schedule of programs to Europe and South America, over short wave stations WCBX (New York) and WCAB (Philadelphia), consists of programs designed exclusively for European and South American listeners and programs heard regularly over the network.

News Broadcasts

(In English)

10:15-10:25, 11:30-11:40 a.m.

1:30-1:45, 5:45-6:00,

6:30-6:45 p.m.

MONDAY THRU FRIDAY

(In French, German, Italian,

Polish)

12:00 noon-1 p.m., 4:30-5:30 p.m.

MONDAY THRU SUNDAY

Columbia transmits daily news programs to Europe in English, as well as in French, German, Italian and Polish. Sources for the news broadcasts are similar to those available to the network's regular reporters and analysts. A feature of the summaries is a review of New York Stock Exchange noon and closing prices.

**SPECIAL CBS
BROADCASTS
TO EUROPE**

Hollywood News

MONDAY, 2:45-3:00 p.m.

THURSDAY, 7:45-8:00 p.m.

MONDAY, 7:45-8:00 p.m.

In collaboration with Will Hays' office, Columbia presents news of Hollywood once each week in English, Portuguese, and Spanish respectively.

News in Spanish

10:00-10:05 p.m.

MONDAY THRU SUNDAY

6:45-7:00 p.m.

SUNDAY THRU FRIDAY

7:00-7:15 p.m., SAT. (WCBX)

12:30-12:45 p.m., 2:30-2:45 p.m.

5:45-6:00 p.m.

MONDAY THRU FRIDAY (WCAB)

World-wide news events are broadcast Monday through Friday by Alberto Zalamea, well-known journalist and native of Colombia, Saturday and Sunday by Americo Lugo-Romero (both of WCBX), Monday through Friday by Adriano A. Rubio (WCAB).

**SPECIAL CBS
BROADCASTS
TO SOUTH
AMERICA**

News in Portuguese

7:15-7:30 p.m.

MONDAY THRU FRIDAY

Luis Correa, native Brazilian journalist, reports the news each week-day in Portuguese for Columbia's audience in Brazil.

**Carmen Castelo's American
Travelogues in Spanish**

FIRST WEDNESDAY OF EACH

MONTH, 8-8:15 p.m.

Carmen Castelo takes her audience touring on a series of "dial trips" to interesting spots in the United States.

Cultural News in Spanish

FRIDAY, 9:00-9:15 p.m.

Americo Lugo-Romero is heard each Wednesday in a quarter-hour digest of cultural news of special interest to South American listeners.

**Carmen Castelo's Broadway
Column in Spanish**

FRIDAY, 7:30-7:45 p.m.

The latest news of the theater, motion pictures, fashions and personalities of Broadway is reported in Spanish by Carmen Castelo.

OCTOBER PROGRAMS

Columbia's Special Feature broadcasts are arranged on a week to week, sometimes day to day, and even, on occasion, hour to hour basis. One result of this flexibility and timeliness is the following partial list of October programs which were arranged too late for inclusion in the last month's issue of THE COLUMBIA PROGRAM BOOK.

PUBLIC AFFAIRS

OCTOBER 10: Colonel Fulgencio Batista, president-elect of Cuba, was heard over CBS in his inaugural address from the Presidential Palace in Havana, 3:15-3:30 p.m.

OCTOBER 10: William S. Knudsen, member of the Defense Advisory Commission, gave one in a series of talks on the "Progress of National Defense." 10:35-10:45 p.m.

OCTOBER 12: President Roosevelt's address on "Hemispheric Events" was broadcast on the coast-to-coast Network of the Columbia Broadcasting System. The President spoke before a battery of microphones installed in his railway car at Dayton, Ohio, where he paused on a tour of defense projects in Pennsylvania and Ohio. 9-9:45 p.m.

OCTOBER 12: A special CBS broadcast, including pickups from New York and Detroit, presented graphically the place of the American automobile in the national defense program, 10:15-10:45 p.m.

OCTOBER 13: Princess Elizabeth, 14-year-old heir to the British throne, was heard in a child-to-child message to her future subjects, 11:15-11:20 a.m.

OCTOBER 14: Admiral William D. Leahy, U. S. Navy, Retired, now Governor of Puerto Rico, and Assistant Secretary of the Navy Lewis Compton were heard in a fifteen-minute program from the studios of WJSV, Washington. 10:30-10:45 p.m.

OCTOBER 15: Gene Tunney, chairman of the National Foundation for American Youth, called on 9,000,000 American youth to exercise their "first votes" in the 1940 presidential election. Mr. Tunney presented F. Stephen McArthur, Jr., president of the Young Democrats, and Charles Whitman, Jr., young Republican worker, 6:15-6:30 p.m.

OCTOBER 15: Lt. Col. Lewis B. Hershey, acting director of Selective Service Act, spoke on the eve of the registration of 16,000,000 young Americans for national defense. 11:15-11:30 p.m.

OCTOBER 16: President Roosevelt was heard in an early-morning message to the millions of Americans about to register for conscription. 3-3:07 a.m.

OCTOBER 16: After registration for the draft was finished, Columbia reporters in four cities interviewed men-on-the-street on

their attitude to the conscription of the nation's manpower. The cross-country program included pickups from Washington, New York City, Chicago, and Hollywood, 10:15-10:30 p.m.

OCTOBER 19: Columbia broadcast a special, transoceanic broadcast from a London air raid shelter, 6:15-6:25 p.m.

OCTOBER 19: Charles Boyer, the French movie star, told why he believes alien registration is important to the safety of the United States. The film actor's talk, originating in Hollywood, was the second in a series of addresses on the importance of enrolling aliens, 10:15-10:30 p.m.

OCTOBER 23: Wendell L. Willkie, Republican candidate for President, presented his views on American defense in an address broadcast from the tenth annual New York Herald Tribune Forum on Current Problems, 10:31-11 p.m.

OCTOBER 24: President Roosevelt spoke from the White House to the Herald Tribune Forum assembled in New York City. The President's remarks were directly rated to the theme of that day's Forum session. "Saving Democracy in the Western World," 4:45-5:15 p.m.

OCTOBER 24: Brigadier General Raymond E. Metcalfe of the U. S. Army Medical Corps revealed how the medical profession is adapting itself to the national defense program. Dr. Metcalfe's talk originated in Chicago during the evening session of the Clinical Congress of the American College of Surgeons, 10:45-11 p.m.

OCTOBER 26: General Robert E. Wood, chairman of the board of Sears Roebuck & Company, spoke on "Our Foreign Policy" under the auspices of the America First

Committee. He presented the Committee's stand, which is opposed to extension of aid to the Allies beyond the limitations of the strict cash-and-carry law, 10:15-10:30 p.m.

OCTOBER 27: CBS joined in the nation's celebration of Navy Day, 1940, with a special half-hour program, climaxed by a talk by Secretary of the Navy Frank Knox. The early part of the broadcast included an address by Admiral Harold R. Stark, Chief of Naval Operations, and interviews of a newly-enlisted man, a veteran sailor, and a Marine. Lieutenant Commander Arthur Godfrey, U. S. Naval Reserves and an announcer at WJSV, CBS station in Washington, acted as master of ceremonies, 2-2:30 p.m.

OCTOBER 29: CBS brought its listeners a word-picture of the ceremonies in Washington, as Secretary of War Henry L. Stimson drew the first number in the national draft lottery. Bob Trout, ace CBS reporter, described the scene as Secretary Stimson drew numbers from the same goldfish bowl used for the draft in the World War, 12-12:45 p.m.

SPECIAL EVENTS

OCTOBER 5: President Roosevelt was heard in a special address in connection with the dedication of Franklin Delano Roosevelt High School in East Park, N. Y., 2:45-3 p.m.

OCTOBER 6: Heralding approach of the most sacred holiday on the Hebrew calendar, CBS presented a special Yom Kippur program from its New York studios. Rabbi Israel Goldstein of Congregation B'nai Jeshurun, New York City, delivered the Yom Kippur address, 2:35-3 p.m.

OCTOBER 12: Dr. Robert L. Swain, winner of the 1940 Remington medal in pharmacy,

spoke to the Columbia Network audience on the relationship of "Advertising and the Consumer's Dollar," 2-2:10 p.m.

OCTOBER 12: CBS broadcast an impromptu round-table discussion of safety from Chicago, in connection with the National Safety Congress. Participants included a champion truck driver, a woman driver, a taxicab pilot, and a pedestrian, 2:15-2:30 p.m.

OCTOBER 10 AND 17: CBS broadcast two programs from the 53rd triennial session of the Protestant Episcopal Church in Kansas City. On October 10, the speaker was the Most Rev. Derwyn T. Owen, Primate of Canada; on October 17, the Right Rev. W. Appleton Lawrence, Bishop of Western Massachusetts, 5:15-5:30 p.m.

OCTOBER 12: Dr. Oscar Blackwelder, pastor of the Lutheran Church of the Reformation in Washington, analyzed "The Contribution of the Christian Faith to the Present Hour" in a special address over CBS. His talk originated at the 12th biennial conference of the United Lutheran Church of America in Omaha. 6:15-6:30 p.m.

OCTOBER 12: Leopold Stokowski, famed music conductor who recently returned from a South American tour with the All-American Youth Orchestra, spoke over CBS in connection with Founder's Day of the Young Men's Christian Association. Theme of this year's celebration of the anniversary of the birth of Sir George Williams, founder of the Y. M. C. A., was "Youth Rises in a Crisis," 6:30-6:45 p.m.

OCTOBER 19: Pope Pius XII was heard over CBS in a special message from Vatican City, 1:30-1:48 p.m.

OCTOBER 23: Dean George Schicks of Rutgers University College of Pharmacy discussed the profession's contributions to the health and progress of mankind in a Columbia Network broadcast, 5:35-5:45 p.m.

OCTOBER 30: The King of America's Cornhuskers came directly from the national contest grounds in Davenport, Iowa, to the studios of WOC, CBS station in that city, to describe how he outshucked his rivals, 5:30-5:45 p.m.



THE COLUMBIA BROADCASTING SYSTEM

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